



FAMILIES

FIGHTING FLU

**2025 Wrap Up
National Influenza Vaccination Week**

National Influenza Vaccination Week(s)

Families Fighting Flu:

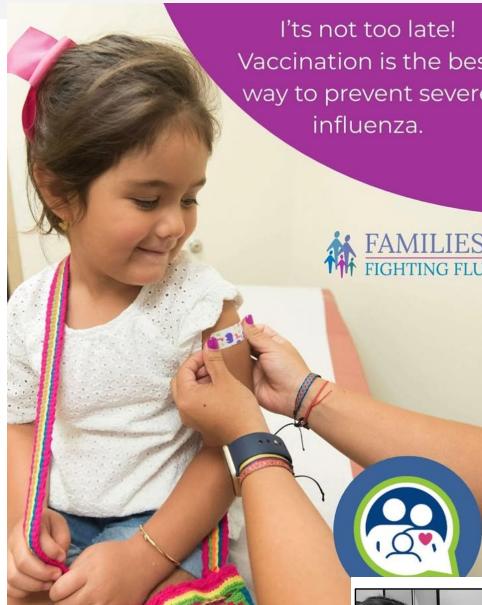
- Wanted to amplify National Influenza Vaccination Week (NIVW)
- Wanted to expand from NIVW to National Influenza Vaccination Weeks (NIVWs)

FFF Activities:

- Partnered with other organizations to expand reach and messaging
 - Webinars and events
- Provided a toolkit of resources for others to share
 - Various social media graphics and one-pagers (customizable)
- Launched new or expanded current initiatives and campaigns throughout NIVWs
 - Kaden Blaze Campaign
 - Social Media and TikTok Takeovers and Challenges
 - New YouTube Series

NIVW Highlights

- **New Toolkit**
 - Several new graphics for social media
 - Utilized by many of our partners for their messaging
- **Social Media Takeovers & TikTok Challenge**
- **New YouTube Web Series**
 - For both healthcare providers and consumers
 - Featuring our Chief Medical Officer Dr. Jeb Teichman
- **Partnered with NFID**
 - Amplifying messaging and promoting vaccinations
- **Faith Leaders Webinar**
 - Families Fighting Flu partnered with Blue Cross Blue Shield of North Carolina to host a webinar tailored towards faith based leaders



Join Families Fighting Flu
in partnership with
Blue Cross and Blue Shield of North Carolina

It's Flu Season

An educational webinar with flu information tailored for North Carolina faith leaders addressing:
Seasonal trends
Messaging techniques
Resources for congregations and communities

When:
December 9th, 11am-12pm ET

Zoom Link:
[Register Here!](#)



Brent Teichman
1990-2019

A Father's Story

Kaden Blaze Campaign

Kaden Blaze Campaign (week one)

- Kaden Blaze appeared at his first ever book signing
- Flu Clinic at Mary Free Bed YMCA, hosted by Families Fighting Flu who partnered with Alana's Foundation

Results:

Large media engagement from several channels, including Good Morning America (GMA)

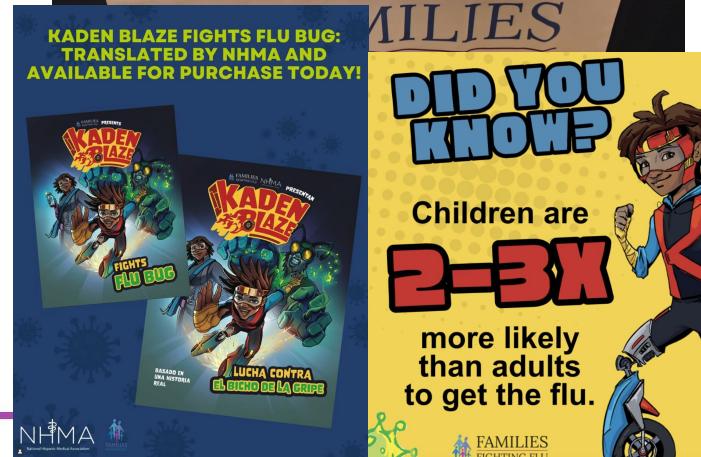


Kaden Blaze Campaign (week two)

- Press Conference with the National Hispanic Medical Association (NHMA) to announce the release of Kaden Blaze Fights Flu Bug in Spanish

Results:

Additional media engagement on various channels



National Influenza Vaccination Week(s)

Overall Results

- Gained traction on national and local news outlets
- Helped to expand our overall reach (350 million) to date
- Expanded our outreach to new audiences (Faith Leaders)
- Expanded our reach on TikTok and other social media channels
- Over 500+ comic books distributed during NIVW

Overall expanded new partnerships and advocates supporting the mission to increase vaccination rates.

Contact Us



Visit Families Fighting Flu to Learn More

FamiliesFightingFlu.org



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